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UNCLAS BRASILIA 000180

SIPDIS
DEPARTMENT FOR S/GWI

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SUBJECT: BRAZIL: S/GWI PROJECT PROPOSALS

REF: 10 STATE 12531

¶1. Brazil is pleased to submit proposals to the S/GWI Small Grants Initiative. We as a Mission believe these proposals will assist in the advancement of U.S. objectives, primarily in supporting our joint effort to provide education to support social advancement in local communities and assistance to victims of gender-based violence (GBV) which is an important focus in Brazil.

¶2. The proposals are ranked as follows: First - Geledes and second - INDICA. Post strongly supports both proposals as not only meeting the submission criteria but also addressing priority issues facing women in Brazil. Each proposal covers an 18-month period and has met the requirements to qualify for grant application. They additionally address GBV and contain multiplier components that will enable them to continue beyond the initial program. Our submissions are for local organizations that have references from partners they have successfully worked with on similar projects. Geledes has supplied accountability reports from joint projects with the Ford Foundation and Global Partners for Justice. INDICA has received a favorable report from the Inter-American Foundation and OI Futuro which have partnered with INDICA on previous projects.

PROPOSAL #1 - Geledes

Executive Summary

Geledes is an Afro-Brazilian women's organization that works to end violence and discrimination against women and empower them to change themselves and their communities. Geledes is a solid Consulate contact (several of their members are former IVs) and experienced in grants management. They have partnered with such institutions as the Ford Foundation, Unifem, MacArthur Foundation, Levis Strauss, Kodak and the Angela Borba Foundation.

Focusing on citizenship and justice, Geledes runs a program training women to be Community Legal Advocates (promotoras legais populares). Since 1997 they have trained over 400 women. Geledes selects women from marginalized areas, usually Brazilian slums (known as favelas), and puts them through an 18-month course that instructs them in their basic rights and how they can access the legal system. These women then serve as reference in their communities, people to whom women can go for information on basic civics, accessing social services, and reporting domestic, ethnic

and gender violence. Although there are similar projects in Sao Paulo and other cities, Geledes is the only one to focus on issues particular to Afro-Brazilian women and it is the only one to give classes within the communities.

The Community Legal Advocates (CLA) program combines the issues of gender and race. While the CLA Project has other funding, this grant would enable them to amplify their project's impact by:

1. Doubling the amount of women in the course from 25 to 50 to include at least two women from outside east Sao Paulo. After completing the course, these women will take the training to their respective cities and organizations.

2. Creating for the first time a formalized institutional curriculum and instruction material for participants that can be used other NGOs and local governments.

3. Include a new segment on entrepreneurship and small business mentoring through a partnership with Elas por Elas, an NGO focused on women in business and politics. Elas por Elas is the local representative of the Vital Voices Global Partnership. The NGO was created in 1999 after several women, supported by post's Public Affairs Section, attended the 1998 Vital Voices Summit in Montevideo, Uruguay.

We as a mission strongly believe the CLA meets U.S. goals to build women's leadership, increase economic opportunities, promote equal access to justice and provide capacity-building for a women's organization in developing countries.

Project Purpose

To create and support community leaders by giving them the basic tools to counter ethnic and gender discrimination, spread citizenship and increase access to the justice system. The 18 month-training program empowers 50 women aged 17-60 from east Sao Paulo (an area with concentrated pockets of poverty and violence) to serve their communities as key persons with knowledge about a wide range of topics regarding citizenship. This will increase access to social services and create a network able to protect women's basic rights and to combat multiple forms of violence. Courses are given by judges, lawyers, policewomen, women politicians, psychologist, sociologists, NGOs, health professionals and others. Increased funding would amplify the program's impact by training more women and creating training materials that can be exported to other cities and states.

Goals

1. To create new and strengthen existing women community leaders through courses on human rights with an emphasis on women's rights.

2. To act as an information multiplier on issues such as citizenship and legal access by teaching women who will go out and inform others as well as creating specific training materials that can be used in other cities and countries.

3. To build a network to combat all forms of violence, including racial, gender, domestic and sexual violence.

4. To develop and support grassroots community projects and organizations.

Project Structure & Associated Activities

Classes and site visits covering the following topics will be held:

I. Human Rights and the Organization of the State: International Declaration of Human Rights, Human Rights in Brazilian law, the Brazilian Constitution, State structure and the division of power in the executive, legislative and judiciary branches. Site visits to the Legislative Assembly, Municipal Chamber, Courts and Women's Police Station.

II. Women's Rights as Human Rights: Laws, conventions and treaties dealing with women's issues. Women and Family: family relationships, family law, nutrition, legal separation, divorce, dissolution of common-law marriage, child custody, paternity tests, Statute for Children and Adolescents. Women at Risk: legal assistance for victims of domestic violence, social services for women at risk, gender/sexual violence, ethnic and racial discrimination, infant mortality, and women's health.

III. Labor Rights: labor law with emphasis on equality in the work force.

IV. Social Security: social security payments, pensions and other benefits in case of illness and/or accident.

V. Self-Esteem Workshops: self knowledge, self esteem conversations on the joys and problems of womanhood.

VI. Work and Income Generating Projects: Entrepreneurship, business mentoring and information technology.

VII. Consumer Rights: Consumer law, the Code for Consumer Defense.

VIII. Cultural Activities: Theatre, conferences, seminars etc.

Proposed Project Budget

Item

Description

Cost/m

Months

Total

Transportation

Transport of course coordinators, speakers and students

R\$ 1.000

18

R\$ 18.000

Professional Trainer Costs

Partnership with Elas por Elas

R\$ 555

18

R\$ 15.000

Supplies

Notebooks, pens, program t-shirt, weekly snacks for meetings

R\$ 333

18

R\$ 6.000

Didactic material

Copies of codes, conventions and laws. DVDs, workbooks, books, Cds.

R\$ 1166

18

R\$ 15.000

Site Visits

Courthouse, Municipal Chamber, Assembly House, Women's Police Stations, small businesses

R\$ 111

18

R\$ 4.000

Cultural Events

Theatre, Films, Music, Roundtables, Conferences, Workshops

R\$ 166

18

R\$ 3.000

Community Legal Advocate Training Publication

Creation of training materials including DVD for CLA course to be used by Geledes and other NGOs and local governments in order to replicate the program

R\$ 2222

18

R\$ 40.000

Train the Trainer

Bring at least two women from outside of Sao Paulo to attend the CLA course in order to return to their home cities and replicate it.

R\$ 555

18

R\$ 10.000

Miscellaneous

fax, post office, internet, laundry, pharmacy, temporary help for events, etc.

R\$ 3.000

Total in Local Currency

R\$ 113.000

Approximate Total in USD

USD\$ 63,000

PROPOSAL #2 - INDICA: Meninos e Meninas Nao Brigam

(Provisional name)

The Institute for the Rights of Children and Adolescents (INDICA) is a non-profit organization from Brasilia, Brazil, founded in March 2002 by Agop Kayayan, a former UNICEF representative to Brazil. The main objective of INDICA is to promote the welfare and citizenship of children and teenagers through programs in health care, environment, professional education, culture, media, and income generation, led by a highly qualified staff. INDICA meets this objective through organizing workshops, publishing books, movies, and educational materials, and participating in the development, monitoring and evaluation of public policies related to children's rights. INDICA has previously partnered with the Inter-American Foundation and OI Futuro, both of which have provided us with favorable feedback on INDICA's ability to manage their projects and funding.

EXECUTIVE SUMMARY

INDICA will partner with the Civil Police of the Federal District of Brazil (PCDF) to create and reproduce an illustrated children's

book and accompanying DVD aimed at informing and educating public school children in the Federal District between the ages of 10 and 12 about domestic violence. These didactic materials will be distributed by INDICA over a period of 18 months.

The book and DVD will be created by children's authors in partnership with INDICA as well as with local authorities (PCDF) who specialize in responding to domestic violence. An "educational coordination" team, consisting of an educator and a child psychologist, will consult with both parties to ensure that the language used by adults and professionals to describe domestic violence will be adapted into appropriate, usable, and compelling language for children and young adolescents.

PCDF will provide a valuable source of information for INDICA during the design phase of the program. PCDF recently inaugurated its "Safe Women" (Mulheres Seguras) Project, part of a series of steps that focus on educating the local community about violence against women. Among several other accomplishments, the Safe Women Project has opened special police stations for women (Delegacias Especializadas de Atendimento ??? Mulher, or DEAM); incorporated sensitivity training and appropriate investigatory methods into the local police academy curriculum; and has begun to provide emergency kits (known as "crisis bags") filled with clean clothing and personal hygiene products to victims of rape or other violence. PCDF's focus on domestic violence is representative of broader recent efforts by Brazil to confront this endemic problem. INDICA's project will build on this progress in an effort to "close the circle" as it were, by focusing on children and young adolescents - a huge demographic that is deeply affected by gendered violence, but not often the focus of efforts to eradicate it.

INDICA will produce 1,500 copies of the educational DVD and 15,000 copies of the children's book. After an initial 6-month period of design and production, INDICA will spend the next 12 months implementing the project by visiting local public schools to initiate substantive discussions about domestic violence and ways to prevent and address it. The leaders of the discussions, who will include local allied professionals, will provide emergency contacts and guidance for children who find themselves in violent situations at home. The DVD will be used as a lead-in to these discussions, and the books will be distributed at the end to the students to take home.

This project carries strong potential for expansion and replication across Brazil, and possibly across Latin America, beyond the

18-month pilot. The media that is produced could be easily disseminated over the Internet, and could be translated into Spanish, English, and other languages as well as adapted for other audiences. The ease of reproducing the original media will ensure broad replication outside of the Federal District.

PROJECT PURPOSE

Domestic violence is a recognized, widespread problem in Brazil. A study carried out between 2000 and 2001 by the World Health Organization found that an astounding 33%, or one-third, of Brazilian women between 15 and 49 had experienced at least one episode of physical and/or sexual violence by an intimate partner in their lifetimes. 46% had experienced some type of psychological violence by an intimate partner, including insults, threats, humiliation, and intimidation.

INDICA has observed an urgent need to develop steps to reach those children who may be, or may become, affected by domestic violence. With this project, the organization will target an audience that is not commonly engaged by efforts to stymie the problem but which is subject to its wide-ranging and long-term effects nonetheless. INDICA seeks to use this educational program to confront the issue of violence against women and to try to break the cycle of violence between one generation and the next. INDICA believes that it is vital to educate children for a future without gender discrimination and violence.

GOALS

The goal of this project is to inform, educate, and empower children and adolescents to prevent domestic violence in their homes and communities.

The expected outcome is the effective empowerment of children and young adolescents to understand that domestic violence is always wrong; to choose nonviolent means to resolve conflicts; and to recognize their rights to be treated with respect. The program will emphasize RIGHTS and RECOURSES.

ASSOCIATED ACTIVITIES

Planned activities for achieving the project goals include after-school sessions and special events held during school hours, during which members of INDICA staff, joined by local professionals who are knowledgeable about domestic violence, will present the DVD to the assembled students, give an educational lecture, and lead a substantive discussion about domestic violence against women. Books will be distributed to the students.

To develop a program such as this for addressing and preventing domestic violence requires coordination among the several agencies that respond to victims of domestic violence and their families, such as legal services, criminal justice professionals, police departments, social services, women's councils, schools, and many other kinds of allied professionals, all of them necessary to build an efficient referral network. INDICA is an experienced liaison among such agencies. In the past, the organization has used those networks to implement similar programs targeting children and adolescents in fulfillment of its mission statement. One such program managed by INDICA is Projeto Bem-Me-Quer, which aims to promote peaceful environments for children and teenagers, free of prejudice and discrimination, through the use of diverse forms of media, including Web sites, video, 3D toy art, books, and teaching manuals. The project targets six areas: race and ethnicity, regionalism, gender, sexual orientation, disabilities and special needs, and socioeconomic class.

PROPOSED BUDGET

15,000 products will be reproduced at an average cost of \$4.85 per unit.

53,000 products could be reproduced at an average cost of \$1.87 per unit.

Items

Number of people contracted

Description of Services

Values

GRAPHIC DESIGN

1 business

Creating, editing, and formatting the book design.

US\$ 5,406

REVIEWER

1 person

Language revision for the book and DVD cover.

US\$ 325

SCRIPT

1 person

Creation of the storyboard for the animated DVD.

US\$ 1,217

DVD SOUNDTRACK

1 business

Creation of audio and sound effects for the DVD.

US\$ 1,352

ILLUSTRATOR

1 business

Drawings for the book.

US\$ 2,500

WRITER

1 person

Creating the children's story for the book.

US\$ 1,622

DUBBING

3 people

Creation of the characters voices for the DVD.

US\$ 811

DVD PRODUCTION

1 business

Production of 1500 units.

US\$ 2,433

PRINTING OF DVD COVER

1 business

Printing of the DVD cover.

US\$ 2,163

BOOK PRINTING

1 business

Production of 15,000 units.

US\$ 28,000

DVD ANIMATION

1 business

Production of animation for the DVD, and studio rental.

US\$ 16,217

EDUCATIONAL COORDINATION

CONTENT ADAPTATION

3 people

Adapt content of the book and DVD to the target audience: Ages 10-12.

US\$ 4,055

PROJECT MANAGEMENT

1 business (INDICA)

Coordination & management of all individuals and businesses involved.

US\$ 5,183

ADMINISTRATIVE FEES & TAXES

N/A

Taxes, contract fees, legal, copyrights.

US\$ 2,163

ADMINISTRATIVE COSTS

N/A

Transportation, telephone, Internet, and office supplies.

US\$ 4,000

ACCOUNTANT

1 person

Outsourced accounting for the project: prepare all payments to service providers.

US\$ 1,622

ISBN

N/A

Registration of the book and DVD.

US\$ 271

TOTAL

US\$ 79,015

NOTES ON THE BUDGET:

Content Adaptation & Educational Coordination: An expert in

domestic violence will work with the INDICA Educational Coordination team (an educator and a child psychologist) to adapt the formal sociological language used to discuss domestic violence into language appropriate for 10- to 12-year-old children.

Accounting: In Brazil, non-profit organizations generally do not conduct internal accounting and auditing procedures due to the high cost of retaining accounting staff. Therefore such work is contracted for by an outside source.

SCHEDULE OF IMPLEMENTATION OF PROPOSED ACTIVITIES

Description of Activities

Months

1
2
3
4
5
6
7-18

Recruitment of companies and professionals

X

X

X

X

X

Content adaptation

X

X

Story creation

X

X

Booklet layout

X

X

Creation of digital animation

X

X

Book printing & DVD production

X

X

Delivery of products

X

X

Implementation & Accountability

X

X
SHANNON